

ORDER



Orders
Order / Rev: 212675
Alt Order #: 06860989
Product Desc: 10/9-11/6 SENATE MAJORITY PAC
Estimate: 1683
Flight Dates: 10/09/12 - 11/06/12
Original Date / Rev: 10/04/12 / 10/04/12
Order Type: REG

WVBT

Primary AE: Petry Philadelphia
Sales Office: P-PHI
Sales Region: Nat

Agency Name: Waterfront Strategies
Buying Contact:
Billing Contact:
 1010 Wisconsin Avenue
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: POL/Majority PAC
Demographic: A35+
Product Codes: PL2
Priority: P3
Revenue Codes: AGY, POL, POL-ISS

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID: IN14921

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	24	\$45,100.00	\$38,335.00
10/29/12	11/05/12	10	\$10,800.00	\$9,180.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	24	\$45,100.00	\$38,335.00	0.00
November 2012	10	\$10,800.00	\$9,180.00	0.00
Totals	34	\$55,900.00	\$47,515.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WVBT	23%	\$55,900.00
Market	100%	\$243,043.48

Competitive Share

	Share	Total
CABLE	0%	\$0.00
NFLWS	0%	\$0.00
UNKWN	0%	\$0.00
WAVY	37%	\$89,926.09
WGNT	6%	\$14,582.61
WHRO	0%	\$0.00
WPEN	0%	\$0.00
WPXV	0%	\$0.00
WTKR	7%	\$17,013.04
WTVZ	4%	\$9,721.74
WVEC	23%	\$55,900.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WVBT	10/21/12	11/04/12	FOX News Sunday	CM	10-11a	-----S	:30	1	\$150.00	P1	0.00	NM	3	\$450.00
FOX NEWS SUNDAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S			1			\$150.00		0.00			
Week:		10/22/12	10/28/12	-----S			1			\$150.00		0.00			

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E 1	WVBT	10/21/12	11/04/12	FOX News Sunday Fox News Sunday	CM	10-11a	-----S	:30	1	\$150.00	P1	0.00	NM	3	\$450.00
FOX NEWS SUNDAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S					1	\$150.00		0.00			
E 2	WVBT	10/13/12	11/03/12	College Football College Football	CM	College Football	-----S-	:30	2	\$1,200.00	P1	0.00	NM	8	\$9,600.00
FOX COLLEGE FOOTBALL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S-					2	\$1,200.00		0.00			
Week:		10/15/12	10/21/12	-----S-					2	\$1,200.00		0.00			
Week:		10/22/12	10/28/12	-----S-					2	\$1,200.00		0.00			
Week:		10/29/12	11/04/12	-----S-					2	\$1,200.00		0.00			
E 3	WVBT	10/10/12	10/31/12	Wed Prime Other 1 Wed 8-10p	CM	8-10p	--W----	:30	1	\$2,500.00	P1	0.00	NM	4	\$10,000.00
THE X FACTOR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	--W----					1	\$2,500.00		0.00			
Week:		10/15/12	10/21/12	--W----					1	\$2,500.00		0.00			
Week:		10/22/12	10/28/12	--W----					1	\$2,500.00		0.00			
Week:		10/29/12	11/04/12	--W----					1	\$2,500.00		0.00			
E 4	WVBT	10/09/12	10/12/12	M-F 10-1044p Fox News @ 10	CM	10-1045p	-TWTF--	:30	1	\$1,200.00	P1	0.00	NM	1	\$1,200.00
LATE NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-TWTF--					1	\$1,200.00		0.00			
E 5	WVBT	10/09/12	10/11/12	M-F 1045-11p Fox Sportswrap	CM	1045-11p	-TWT---	:30	1	\$500.00	P2	0.00	NM	1	\$500.00
SPORTSWRAP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-TWT---					1	\$500.00		0.00			
E 6	WVBT	10/24/12	10/28/12	World Series World Series	CM	World Series	--WT-SS	:30	1	\$3,000.00	P1	0.00	NM	1	\$3,000.00
2012 WORLD SERIES															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--WT-SS					1	\$3,000.00		0.00			
E 7	WVBT	10/14/12	10/14/12	NFL Redskins NFL Redskins	CM	NFL Redskins	-----S	:30	1	\$10,000.00	P1	0.00	NM	1	\$10,000.00
REDSKINS V MINNESOTA VIKINGS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S					1	\$10,000.00		0.00			
E 8	WVBT	10/28/12	10/28/12	NFL Redskins NFL Redskins	CM	NFL Redskins	-----S	:30	1	\$10,000.00	P1	0.00	NM	1	\$10,000.00
REDSKINS V PITTSBURGH STEELERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S					1	\$10,000.00		0.00			
E 9	WVBT	10/15/12	11/02/12	M-F 10-1044p Fox News @ 10	CM	10-1045p	MTWTF--	:30	1	\$1,200.00	P1	0.00	NM	3	\$3,600.00
LATE NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	MTWTF--					1	\$1,200.00		0.00			
Week:		10/22/12	10/28/12	MTWTF--					1	\$1,200.00		0.00			
Week:		10/29/12	11/04/12	MTWTF--					1	\$1,200.00		0.00			
E 10	WVBT	10/15/12	11/01/12	M-F 1045-11p Fox Sportswrap	CM	1045-11p	MTWT---	:30	3	\$500.00	P2	0.00	NM	9	\$4,500.00
SPORTSWRAP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	MTWT---					3	\$500.00		0.00			
Week:		10/22/12	10/28/12	MTWT---					3	\$500.00		0.00			
Week:		10/29/12	11/04/12	MTWT---					3	\$500.00		0.00			
E 11	WVBT	10/29/12	11/01/12	World Series World Series	CM	World Series	M-WT---	:30	1	\$3,000.00	P1	0.00	NM	1	\$3,000.00

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2012 WORLD SERIES															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	M-WT---		1				\$3,000.00		0.00			
E 12	WVBT	11/05/12	11/05/12	M-F 6-7a Daily Buzz	CM	6-7a	M-----	:30	1	\$50.00	P3	0.00	NM	1	\$50.00
THE DAILY BUZZ															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		1				\$50.00		0.00			
													Totals	34	\$55,900.00